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1907

EDMONTON

PROVINCE OF
ALBERTA



OPPORTUNITIES:

AGRICULTURAL
INDUSTRIAL
COMMERCIAL

REACHED BY

THE CANADIAN PACIFIC RY.
THE CANADIAN NORTHERN RY.
THE GRAND TRUNK PACIFIC RY.

Crafts & Lee

*LAND and
BUSINESS
EXCHANGE*

Wild and improved farm lands in Alberta,
along the lines of the Canadian Northern
and Grand Trunk Pacific Railways, also
Edmonton city property.

Write for Maps and Information

CRAFTS & LEE

Edmonton, - - - Alberta

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AND BUILDERS'

Hardware

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*Guns, Ammunition, Fishing Tackle and
Sporting Goods*



Edmonton - - - Alberta

EDMONTON

PROVINCE OF ALBERTA

THE city of Edmonton, the great railway centre of the Province of Alberta, is about 100 miles south of the geographical centre of the province, which consists of that part of Canada lying between the 110th meridian of longitude and the eastern boundary of British Columbia; and which extends to the 60th parallel of latitude on the north and to the 49th on the south. It is nearly $2\frac{1}{2}$ times the area of Great Britain and Ireland.

The country surrounding Edmonton, for about 100 miles in any direction, comprises the best of this fertile province. The thoughtful man knows that in the near future, the most thickly settled portions of Alberta must inevitably be found in the rich Saskatchewan Valley, crossing the province somewhat below its centre.

Edmonton itself is a progressive city, modern in the character of its buildings, streets and public works. As a manufacturing centre its future is assured; its transportation facilities are now good and will be greatly augmented on the advent of the Grand Trunk Pacific Ry. The Edmonton coal fields are enormous, raw materials are available in great profusion, and the markets, now large, are rapidly increasing.

CIVIC CONDITIONS FAVORABLE.

All public utilities are owned and operated by the city.

The city is prepared to furnish electric power, as well as water and light to approved industries at the cost of production. Steps are now being taken by the city to develop coal deposits immediately beside the power house. When this work is completed it is expected that coal can be delivered to the power house at a cost of about 75 cents a ton—probably the cheapest power in the Dominion.

The city authorities now have under consideration a proposition under which it is hoped that industrial sites will be available on terms exceedingly satisfactory to prospective manufacturers.

The rate of taxation is low. In 1904 the rate was 15 mills; in 1905 16 mills. The rate for 1906 was 10½ mills exclusive of special frontage tax.

Valuation for assessment purposes is made on land values only. Improvements are not considered.

Edmonton has a highly efficient system of fire protection, and the city has consequently been singularly free from fires. The Board of Under-



Jasper Avenue, looking East from corner of 2nd Street.

writers has made a base rate of 95 cents; but as the result of improvements to the fire protection service now under contemplation, the rate will probably be reduced to 75 cents.

The district is served by the Canadian Pacific Railway which enters the city from the south, having secured running rights from the Canadian Northern Railway over their short line connecting Edmonton with the Canadian Pacific Railway at Strathcona. The C.P.Ry. is now preparing to gain easier access to Edmonton by the erection, at enormous cost, of a high level bridge over the Saskatchewan River. When this is completed, it may be taken for granted that the company will push on to secure a share in the traffic of the great territory



A few Edmonton Homes.

awaiting development to the west and northwest of Edmonton.

The Grand Trunk Pacific Railway is now under construction from the Great Lakes to Edmonton; and high officials of the road have stated that Grand Trunk trains will be running to Edmonton by the end of 1907. This road will also vigorously push construction from Edmonton to the Pacific coast terminal just as soon as surveys can be completed, and their engineers have matured their plans.

The Canadian Northern Railway enters Edmonton from the east, putting the district in touch with all the great systems of the east and south. This road is vigorously pushing construction on two branches to the west and north of Edmonton, which will render much new country available for settle-

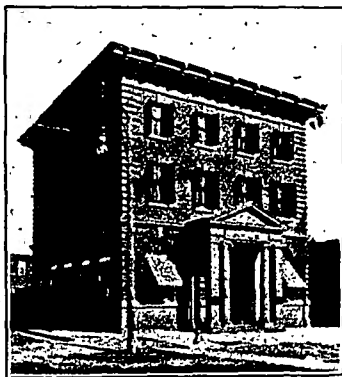


They Grow Things at Edmonton.

What the combination of rich soil, plenty of moisture and sunshine for 19 hours a day, will effect.

ment. The promoters of the C.N. Ry. have stated their intention of pushing the main line on to the Pacific coast with all possible speed.

The Edmonton district will then be served by lines entering the city from at least seven different directions. As at least three great transcontinental systems are represented, the benefits derivable from the keenest competition in transportation are assured to the district.



Bank of Montreal, Edmonton.

CHEAP POWER.

The Edmonton coal fields are practically inexhaustible. They are known to extend along the river for a distance of at least twenty miles, and to extend back from the river a distance of at least fifteen miles.

At least four seams usually occur before a depth of 250 feet is reached. These seams vary from 3 to 14 feet in thickness. As these seams are so near the surface, and of a thickness to permit easy working, coal can be mined at a minimum of cost.

Edmonton coal is high grade, and has proved exceedingly satisfactory for domestic and steam purposes.

MARKETS.

Edmonton is the recognized business centre for that portion of the Province of Alberta lying north of a line drawn through Red Deer, consisting of about 300,000 square miles, and containing a present population of about 110,000, but which is increasing at the rate of approximately 20 per cent. per year.

This territory contains 150 post offices and 65 towns and villages, and approximately 750 retail stores.

At the present time there are 426 miles of rail-

way within this territory ; and that mileage is likely to be doubled within the next two or three years, when scores of new towns and villages will spring up along the new lines.

Here then is an enormous consuming market right at our doors, which Edmonton should be able to control. In addition, the vast unorganized territory to the north is entirely dependent on Edmonton for supplies. The neighboring provinces of British Columbia and Saskatchewan should be very good customers for many of Edmonton's industrial products.

For such products as can be sent abroad, Edmonton's position is a favorable one. Freights on such products as cured meats, cereal foods, etc., from Edmonton to Liverpool are but little over rates from eastern industrial centres ; while for Oriental trade, Edmonton's position is a commanding one. During the past winter Edmonton flour mills have been kept busy night and day turning out flour to fill orders from China and Japan.

CITIZENS PROGRESSIVE.

Edmonton is essentially a modern town. It was scarcely a village ten years ago ; and nearly three-quarters of it has been built during the last four years. The census of 1901 showed a town of 2,652 people, while the census of June, 1906, showed a population of 11,534. In June, 1907, the figures will approximate 14,000. The assessable value of the town in 1901 was \$1,395,912. In 1905 the assessment had risen to over \$6,600,000. The assessment for 1906 was approximately \$16,000,000. The city is being built up by business men of progressive ideas and keen business foresight.

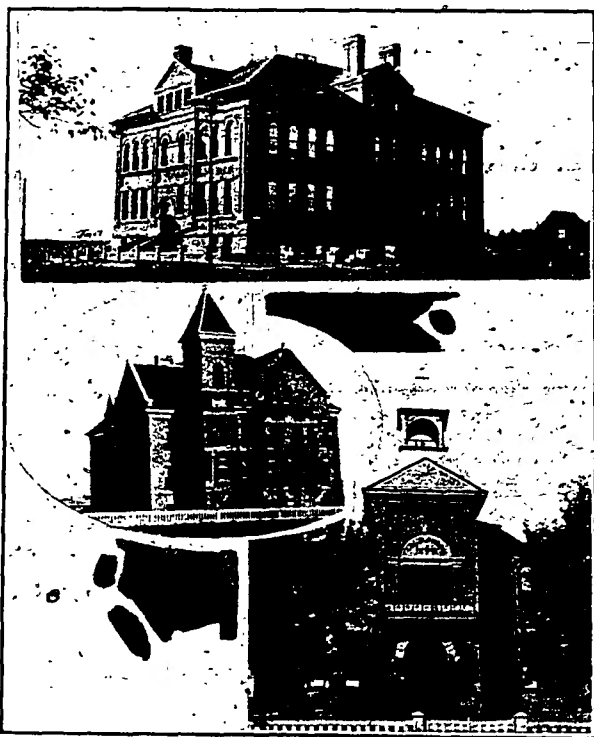
A GREAT WHOLESALE CENTRE.

The exceptional advantages enjoyed by Edmonton in the way of transportation facilities, present and prospective, must make it the great distributing centre of the Central West. Already the city enjoys the advantage of communication by two great transcontinental transportation systems ; and the Canadian Pacific and Canadian Northern Railways are in keen competition for the city's



Farm Scenes at Edmonton.

traffic. Before the close of 1907, the trains of the Grand Trunk Pacific will also be running into Edmonton, affording a degree of competition in transportation not at the present time enjoyed by any point in Western Canada except Winnipeg. By the time the Grand Trunk Pacific and the Canadian Northern Railways are completed to the western boundary of the province, there will be at least fifteen hundred miles of rails in territory which is commercially tributary to Edmonton. As the entire territory referred to is valuable, agriculturally and industrially, and will be settled as soon as provided with transportation, this means that at least one hundred railway towns and villages will look to Edmonton as their commercial, industrial, financial, educational and professional centre. Already there are some seven hundred retail stores supplied from Edmonton wholesale houses.



A few of Edmonton's Public Schools.



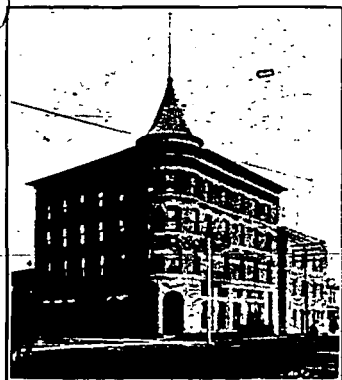
A Comfortable Log-built Farm House, near Edmonton.

The same transportation conditions which make Edmonton a successful wholesale centre, together with the cheap power previously referred to, should rapidly tend to make Edmonton

THE CHIEF INDUSTRIAL CENTRE

of the Canadian West; and the statement has been made, and with considerable justification, that there is to-day no point on the American continent offering as favorable opportunities in many lines of industry. That looks at first glance a random statement; but it is pointed out that there is no other point at which the essential conditions are so favorable. Unlimited cheap fuel; the most ample transportation conditions; raw material in many lines produced locally; a rich territory extending at least four hundred miles to the east, three hundred miles south, five hundred miles westward and northwest, in which local industries have a practical monopoly, being protected from competition from the east by a couple of thousand miles of rail haul, and from the south by the customs tariff. Many points can show the first three conditions, but it is doubtful if any other point can add the last. Those industries at present established in Edmonton have been successful beyond reasonable expectations, and Edmonton products are finding ready markets over a large area, and the territory is extending as fast as facilities can be added for increasing the output.

HOTELS OF EDMONTON.

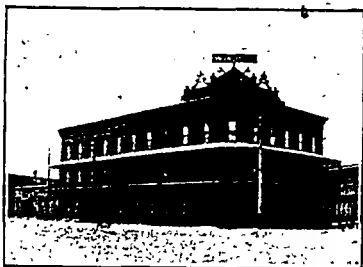


Alberta Hotel, Edmonton.

The city of Edmonton is particularly well equipped with hotel accommodation of a good class. Of the two older hotels, the Alberta, a red brick structure, is centrally located, being situated on the main street, it has been solidly built, is well furnished, well

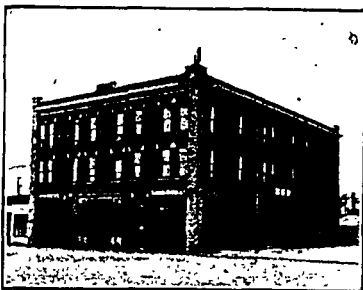
equipped and managed in a capable manner.

The Windsor, another of the older hotels, also centrally located, is built of brick, well constructed; it is fitted in a modern way and it is extremely popular with the travelling public. The table is good and the hotel is comfortable in every way.



Windsor Hotel, Edmonton.

Of the recently constructed hotels, The Cecil is steam heated and electric lighted throughout, is tastefully furnished and conducted in a manner calculated to please the best class of the travelling public. The



Hotel Cecil, Edmonton.

rooms are large and airy, the table service is good, it is well furnished and well managed. This hotel is bound to be extensively patronized. It is owned and operated by The Hotel Cecil Co., Ltd.

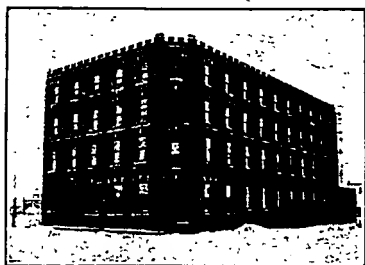
Another of the recently built hotels is the King Edward, also of an excellent class. Special care has been exercised in the management of all equipment. The table service



King Edward Hotel, Edmonton.

is good and the rooms are well furnished. It is built of brick.

The Castle Hotel is another recently built hotel,



Castle Hotel, Edmonton.

its rooms are large and airy, its cuisine good, it is equipped with modern heating and lighting plant, pleasantly located and well managed.

Taken as a whole, the hotels of Edmonton are

of a class rarely met with in a city of this size. This fact will be greatly appreciated by tourists and travellers generally.

GENERAL INFORMATION.

Amongst the most progressive merchants of America are the Acme Company, Limited, successors to Revillon Bros. This company, in addition to its immense stores in Edmonton, which are but one centre of an enormous business, have trading posts extending over 1,000 miles of territory.

Amongst the banks the best known is the Bank of Montreal, a cut of whose building we show on page 5. A very large general banking business is conducted by them.

Of the real estate men, Crafts & Lee are in close touch with most of the live propositions. This firm handles a very large amount of property.

Banff, Alberta.—The Sanitarium Hotel, which is beautifully situated, overlooking the Bow River, at Banff, is a large 5-storey building, elegantly fitted with every appointment calculated to bring pleasure and comfort to the tourist or invalid.

A private hospital, which though isolated, is in close proximity to the Sanitarium, is presided over by skillfully trained nurses.



Brett Sanatorium. Banff.

A very commodious bath-house adjoins the hotel, where Turkish, Russian, plunge, shower and douche baths are given under medical supervision, with water direct from the celebrated hot sulphur springs.

There is a first class-livery in connection with the hotel. Terms: \$2.00 a day upwards. Open all the year. R. G. Brett, Proprietor.

The Edmonton Sporting Goods Depot

E. H. SIMPSON, Proprietor, Gunsmith

Agents for

BURROUGHS
ADDING
MACHINES

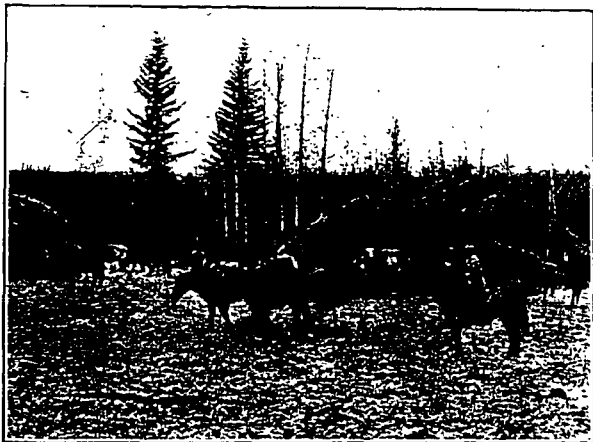
*Guns, Typewriters,
Cash Registers,
Etc., Repaired*

THE SPORTSMAN'S HEADQUARTERS

Information as to guides, localities, fish, game, etc.

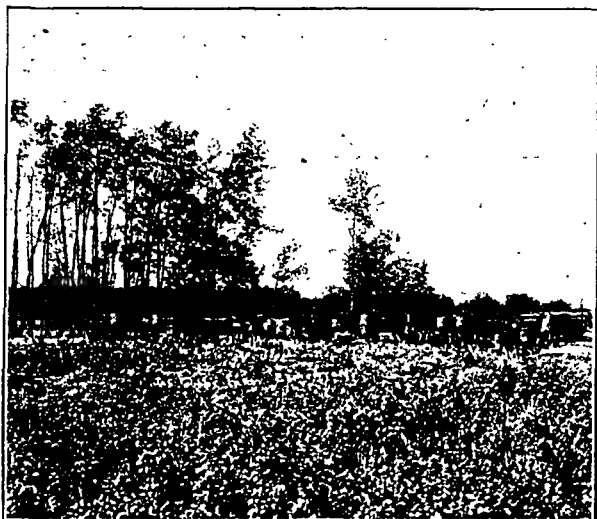
McDougal Street,

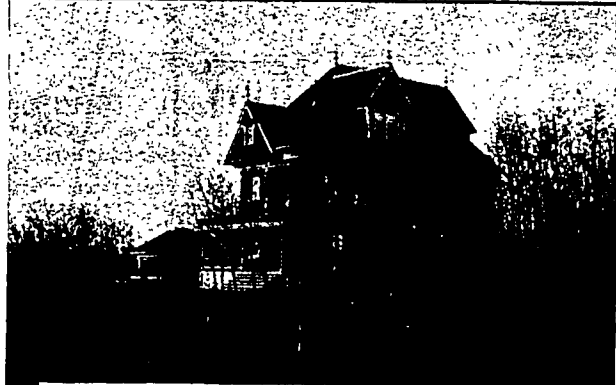
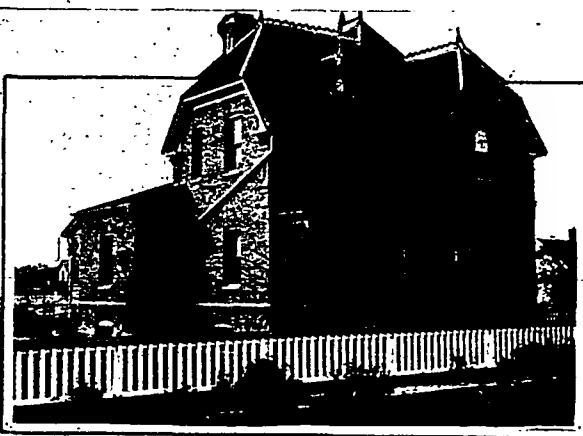
EDMONTON, Alta.



JUNE AND DECEMBER

Cattle are raised at a minimum of cost on the Edmonton farms. The rich soil and ample rainfall ensure rich natural pasture all summer; and in the winter the great piles of straw left after threshing, provide the principal feed required. Cattle, other than milking cows, are seldom stabled, in the ordinary Edmonton winter, no shelter being necessary other than that afforded by clumps of timber usually surrounding the farmstead, thus eliminating labor, always a serious item in the West.





Edmonton Homes.

THE Acme Company Limited

(SUCCESSORS TO)

REVILLON BROS., LIMITED

EDMONTON,

ALBERTA

Department Store

EVERYTHING
FOR
EVERYBODY

DEPARTMENTS :

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LACES, GLOVES
COSTUMES
UNDERWEAR
DRESSMAKING
CLOAKS, FURS
CORSETS
GROCERIES
PROVISIONS
CANDIES, CARPETS
LINOLEUMS
RUGS, TRUNKS
HARDWARE
TINSMITHING
FURNITURE
CROCKERY
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GENTS' FURNISHINGS
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Prices :
Lowest
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THE ACME COMPANY LIMITED

C. W. MARSHALL, Manager.

Jackson Bros.

Watches,
Diamonds,
Cut-Glass,

THE LEADING
Jewelers

Souvenirs, Art Goods,
High Grade Cutlery.

*Watchmakers, Diamond-Mounters, Opticians,
First-Class Watch Repairing, all guaranteed.*

303 Jasper Ave.

EDMONTON

Edmonton Tent & Mattress Co.

LIMITED



*Tents and
Camping
Outfits*

FOR SALE
OR TO RENT

WE ARE RELIABLE
AND WE ARE PROMPT

R. KENNETH, Manager

619 2nd Street.
EDMONTON

INCORPORATED 1855

The Molsons Bank

HEAD OFFICE

MONTREAL

Capital Paid Up	.	-	\$ 3,000,000
Reserve Fund,	-	-	3,000,000.

A General Banking Business Transacted

G. W. SWAISLAND, Mgr.,

EDMONTON, ALTA BRANCH

S. NANKIN

SOUVENIRS
in large variety

Jeweller

DIAMONDS

HIGH GRADE WATCH REPAIRING

EDMONTON, ALBERTA

The Douglas Company Ltd.

WHOLESALE AND RETAIL

BOOKSELLERS, STATIONERS

*Printers, Publishers, Book-Binders and Dealers in
all kinds of Office Supplies.*

Our Agencies: :

Edison Rotary Mimeograph, Underwood Typewriter,
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Parker's Fountain Pens, Eastman's
Kodaks, Heintzman & Co.,
Pianos.

Stationery Department:
111 JASPER AVF.

Printing Department:
648 FIRST ST.

Edmonton, Alberta

Bank of Hamilton

HEAD OFFICE

HAMILTON

Capital Paid Up	\$ 2,500,000
Reserve Fund	2,500,000
Total Assets	30,000,000

66 Branches Throughout Canada

*A General Banking Business
Transacted*

Edmonton, Alta Branch, Jasper Ave.
H. A. GRAY, Agent.

